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MAY 18 1939  
U. S. Department of Agriculture



The New Nectarberry, page 7

# Waller Brothers

"THE HONEST PLANT GROWERS"

JUDSONIA



ARKANSAS

## JANUARY 1939

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
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## FEBRUARY 1939

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## MARCH 1939

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BE SURE TO READ EACH PAGE. WRITE FOR MORE INFORMATION.





Yellow-Free Blakemore, page 2

# Waller Brothers

"THE HONEST PLANT GROWERS"

**JUDSONIA**



**ARKANSAS**

## APRIL 1939

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## JUNE 1939

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DO NOT TEAR PAGE OFF—FOLD BACK AND KEEP FOR FUTURE USE  
BE SURE TO READ EACH PAGE. WRITE FOR MORE INFORMATION.

# **Complete Price List and Order Blank**

**(Next to Last Page)**





# THE HONEST PLANT GROWER The Waller Bulletin

Our Motto: "Quality, Service and Satisfaction Guaranteed."

## AN OPEN LETTER TO YOU

**A** GAIN the plant season has arrived and we are mailing you our Calendar Catalog trusting that this season's business will equal that of last year which was one of our banner years. Happy are we to place this piece of printed matter with you which we trust will prove helpful even though you do not order plants. We have been growing and selling strawberry plants for the past 39 years and believe we understand our business. So sure are we of the quality of our plants, we are willing to let the success of this establishment rest upon the merits of the plants we sell, the service we give our customers and the honesty we put in our advertising. Careful and efficient packing of plants is just as important a factor as growing strong-rooted, disease-free plants. Waller Brothers take these extra precautions to assure you of A quality plants, for our interest as plant growers lies in the same direction as yours. Our success or failure is inseparable from the success or failure of our customers. We solicit your business. We invite comparison, not only in quality of plants but also in price. We urge you to buy better plants, honestly grown and honestly packed.

WALLER BROTHERS

### PRICE OR QUALITY?

We can talk quality or we can talk price with any plant establishment in the United States producing a dependable grade of plants. Although we do not like to extol our low prices (for quality should always come first), still during the year many berry growers ask us how we can produce good plants at such low prices. Here are the reasons:

1. We are located in the heart of the berry district of Arkansas.
2. We own our own farms and produce all our plants, and thus we only have to make one profit off these plants.
3. Living conditions are comparatively cheap here and we can secure labor in accord with the cost of living.
4. By selecting the plants we set, we never suffer a loss from disease or inspection turn-down.
5. By setting our plants on new ground we produce big, healthy plants which bring us many satisfied customers.
6. The enormous volume of our business, running into many millions per year, enables us to quote prices at only a small margin of profit per thousand. More than 15,000,000 sold last season.



### A SIMPLE PROBLEM IN ARITHMETIC

**PROBLEM:** If you can save ten cents on the thousand by buying cheap plants and you are setting ten acres of berries, 5,000 plants to the acre, how much have you saved on the plants?

Further, if the cheap plants you set, which never give the satisfaction that well grown plants give, yield only half as much as the quality plants, have you profited or lost by setting cheap plants?

Again, if it cost twenty per cent more to fertilize and cultivate cheap plants (counting the cost of cultivation at \$10 to the acre) how much have you lost by setting cheap plants?

**ANSWER:** Dependable quality plants are the cheapest plants that you can set. **WALLER** quality plants are the best yield insurance that your money can buy.

JUDSONIA

WALLER'S  
GUARANTEED  
PLANTS

ARKANSAS



# Dorsett

## A NEW VARIETY

Vigorous plant growth, firm rich red berries of tasty dessert quality, high yielder of fancy fruit, and almost a sure cropper—these are some of the qualities which make Dorsett an outstanding variety.

This new berry is a cross between the Royal Sovereign (a popular English variety) and Premier made in 1923 by the United States Department of Agriculture. Although the Dorsett has not been given trial over a wide range of conditions as has the Bellmar, wherever tried it has been found to excel almost every other early berry in quality, and in many sections it

promises to be a serious contender for commercial prominence. So rich in flavor is this new variety, and so high in yield, many prominent berry growers along the eastern coast are turning away from the favored Premier to the newer Dorsett.

In color and appearance the Dorsett is rather distinctive. This berry is dark red in color, of a brilliant hue, and it holds this color well.

The calyx of the Dorsett berry is bright green, the size of the berry unusually large, and its shape very attractive.

## BLAKEMORE

## Early, Hardy, Productive THE BEST EARLY SHIPPING VARIETY

THE BLAKEMORE has been fruited in practically every state in the Union, and its success has been so phenomenal that in many districts it is rapidly displacing its parents, the Premier and Missionary. As a plant maker, a shipping berry, and a prolific yielder, it has not been bettered, and added to these admirable qualities is the fact that it will grow and yield a fair crop under conditions not favorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more, and be of better quality than the other variety. We have fruited this berry for several years and we are so pleased with it, and we are so confident that our customers will be pleased with it, that we recommend it to all strawberry growers.

The Blakemore is a tart berry of the Missionary type.

This berry is slightly blunted at the point, conic-shaped, with broad shoulders. Its bright green cap curls upward when the fruit ripens, making it easy to pick and hull.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse, and unlike many other early berries, it retains its bright red color long after picking. This fact coupled with its earliness gives it a great advantage in the wholesale markets.

## AND NOW THE NEW YELLOW-FREE BLAKEMORE

**The following letters are history and good points we have received regarding Yellow-Free Blakemore**

In 1931 Mr. ——— purchased a shipment of Blakemore plants and on opening the box found one bunch was dry and looked to be dead. The man who has charge of our work took them home and set them in his garden. A few of these plants lived, two of which made a much stronger growth and more plants than the rest. The following spring he took plants from these two strong growing plants and set two short rows in his garden. For a few years Mr. ——— told the rest of us growers he had no yellow in his Blakemore but little attention was given him for the reason every other farmer here growing Blakemore had yellow plants. So one day Mr. ——— and I went to his field and walked it over carefully and never found any sign of yellow. I bought plants and set them on a terrace across from a twelve-acre setting of my own plants which has always shown some yellow leaf. Other neighbors who set his plants have never found a yellow plant.

Yours very truly,

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Answering your second letter under date of November 23d. We wrote you a few days ago that we found the plants purchased

from Mr. ——— to be A-1 in every respect. You ask in your letter of the 23d if any of our growers have found any yellow plants and we answer positively "No."

We have just recently had the inspector out of the Department of Agriculture at Washington inspect these fields and not one yellow plant was found by the inspector in the entire planting of 720,000 plants. We could not pay a higher tribute to Mr. ———.

As previously stated our plants are not for sale. We want to first take care of our own industry and possibly a year from now we may have some plants to sell.

Yours very truly,

Now Waller Brothers have 1,000,000 of these Yellow-Free Blakemore plants to offer this season. Knowing these plants to be free of yellow for the past eight years we fully believe they will continue on. Our plants have been inspected by the State Plant Board and said to be the best strain in the United States. We know we have something worth your while and know we will not have enough plants of this wonderful strain to take care of our orders. Our price is only \$3.50 per thousand. Place your order early and you will never regret buying these plants.



# SEN. DUNLAP

## MID-SEASON

### The Best for the Mid-North Berry Grower

The Sen. Dunlap is an old standard variety strawberry which has been successfully grown for many years. It is a free plant maker, very hardy, and produces an enormous crop of excellent quality berries.

The Dunlap is one of the most favored varieties in the North and Mid-North, apparently being very resistant to frost injury. Its dark red fruit ripens mid-season, and probably no berry yet produced equals it for canning and preserving.

Its fruit is very firm, with a bright green cap, and slightly blunted in shape. It stands hot, moist weather without great injury. For a berry of unexcelled canning quality and one which produces a heavy yield, we suggest that you try our good, strong Dunlap plants. As we have found the Dunlap and the Dr. Burrill to be one and the same berry, we have discontinued listing them separately.



Here's Proof of New Ground Plants

## CHAMPION K

### A Good Early Berry

The Champion K, although not as popular as many mid-season and second early berries, is one of our best earliest varieties. It ripens with Excelsior, the earliest strawberry grown, and its fruit is fully as large as the Klondike.

The fruit stem of Champion K is very large and the plant makes a strong, vigorous growth, producing an abundance of heavily foliaged plants. The berry is bright red, slightly blunted, and a good shipper for an early berry.

As these berries ripen several days before the Premier there is always a demand on the market for them. Try a few hundred of our Champion K and cash in on the local market.

## EVENING STAR

The fruit, plant growth, and season of ripening of the Evening Star resemble the Gandy so closely that they can hardly be discerned. This berry ripens late, has a hardy plant growth which withstands drouthy conditions well, and fruits excellent quality berries. Unlike the Gandy, however, it is perfect flowering.

The fruit stems of the Evening Star grow in such a position that the berries seldom rest upon the ground. There are no "white sides" to this berry when it ripens. It is a fair shipper and adequately fills the bill as a good, all-round late berry.

#### WALLER'S PLANTS ARE KNOWN AROUND THE WORLD

Lietuva, Lithuaniae

Dear Sir:

I have mailed you an order, begging you to forward me some of your splendid plants, especially the earliest strains. I'll be content to have such ones as you will bestow, as in this country there are no strawberries from America.

Please mail the plants by Express, Europa's Continent. The speediest way will be via Eyl Kuhnen (in Germany).

Our people are certainly very fond of your charming country, and they will be pleased to learn that Waller Bros. have sent them some of America's best fruit.

Yours very truly,

S. NACEVICUS

Agricultural Gardens,  
Dotnuvia, Lithuaniae.

## ST. LOUIS

For size and earliness the St. Louis is unexcelled. It ripens with the Excelsior and its fruit is much larger than either the Excelsior or the Champion K. However, this berry has one serious defect: It is too soft for transporting any distance. If the picking season happens to be unusually rainy, the St. Louis often becomes "puffy" and bleeds too freely for shipping.

The berries are very large, light red in color, and a fine table delicacy. Ripening as early as it does, it meets favor on local markets.

It is perfect flowering and of vigorous growth. It seldom frost injures; however, it is not recommended for Northern setting.

Trafalgar, Ind.

O. C. WALLER & BROS.  
Judsonia, Ark.

Dear Sir:

As I haven't written for some time, I'll take the pleasure to say a few words in regards to the strawberry plants we bought in 1935 and 1936. Our first crop of berries sure created attention far and wide. Some people came from Pennsylvania to see them. Those Bellmar sure took the prize. I got \$4.00 a crate for the most of them, and a crate went to Michigan to show what Johnson County could do on strawberries. I took the prize for having the most beautiful strawberries ever to come to the Indianapolis South Side Market. Our sales from 8,000 plants we bought from you were between \$600 and \$700. Mr. Waller, I would like to have your price list this year on 5,000 Gandy strawberry plants.

Yours truly,

J. M. Z.

### GARDEN SPECIAL

No. 225

50 St. Louis  
50 Aroma

50 Klondike

50 Bellmar  
25 Mastodon

**225** Plants **\$1.50** Postpaid



# PREMIER

This is the father of so many excellent strawberries that its qualifications as the supreme berry almost speak for themselves. This berry has been used more times to propagate other varieties than any other single berry, so the Premier must have a number of admirable qualities. It is a very successful berry in the North and East, ripens early and has a long fruiting season. Berries are large and of uniform size.

## AROMA

### Late—Safe from Frost

No late berry that we have ever grown comes as near being a perfect variety of strawberry as does the Aroma. This old standard berry is adapted to such a wide range of soils and conditions that it remains the favorite late berry in spite of all the newer introductions.

Perfect blossoms, vigorous, highly productive—the Aroma is by far the best money-making late variety produced in the South. It is very firm, bright red through and through, and of enormous size. In our fields no other late berry has ever matched the Aroma in size, yield, or hardiness. For that reason we have discontinued many late varieties after giving them trial.

The Aroma is a free plant maker for a late variety. It is very hardy, blooming late. It stands drought conditions better than any other late variety. As a shipping berry it is unexcelled. It is highly tart and continues to bear long after mid-season varieties have gone.

## MASTODON—Everbearing

### Ripe Strawberries in 90 Days With Waller's Quality Mastodon Plants

WITHIN the past few years the Mastodon has qualified itself as the best Everbearing strawberry yet introduced. It holds the same high position among the Everbearers that Premier and Blakemore hold among the early varieties. A heavy yielder—both spring and fall—of good quality berries which are moderately firm, large and luscious in shape and taste, a good plant maker for an Everbearing variety, disease and drought resistant. Little wonder the Mastodon is called the Supreme Everbearer!

The Mastodon has easily outdistanced the old Champion and Progressive everbearing strawberries, containing all the worthwhile qualities of these two varieties and many more which they lay no claim to.

Although the Mastodon does not make plants as freely as some of the early berries, it is a very free plant maker for an Everbearer. It blossoms late, thus avoiding the danger of frost. It ripens its spring crop midseason.

Mastodon plants should be set in the mid-South in February or March, and we recommend keeping the blossoms from the plants until the middle of July, as this saps their vitality during the growing season. The second season the plants should be allowed to fruit freely.

After growing this plant for several years, we are ready to recommend it fully to our customers. However, it is our experience that the Mastodon, like any other Everbearing variety, will do best when planted in the Hill System. More, larger, and better berries can be picked from the Mastodon if the runners of the plants are kept cut off for the first season. Big, strong, individual plants bear more and better fruit than lots of weak plants. If this system is followed, plants should be set about 12 or 15 inches apart in rows 2½ feet apart. However, if you prefer the Matted Row method, set the plants 18 inches apart in rows 3 feet apart.

Waller Bros.' Mastodon plants are guaranteed true-to-name. Due to our long growing season we are able to produce stronger and better plants of this variety than many plant growers farther north, and because of this fact we are able to quote a lower price on Quality plants.

## GEM—Everbearing

Gem plants are usually medium to small, but make a very vigorous growth. Care should be taken to set Gem plants early and under good conditions. Once started they grow vigorously and make lots of plants. Thin severely for best results. Our records for two years show Gem about as productive as Mastodon in 1936 and considerably more productive in 1937. The berries average in size, are light in color, very showy, attractive and firm enough to ship. Quality is somewhat tart but fine when sweetened. They sell for top prices.

## Guarantee

You are fully protected when you buy WALLER BROS. quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of the purchase price.
2. We guarantee our plants to be state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no conditions shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

## IMPROVED KLONDIKE

### THE BEST BERRY FOR MID-SOUTH

SEVERAL other varieties of strawberries may excel the time-proved Improved Klondike in one particular feature, but for a good, all-round strawberry which combines a multitude of admirable features, this variety knows no superiors. It is by long odds the most extensively planted strawberry in the mid-South and, after thirty years of testing, there must be good reasons why berry growers stick to this old favorite.

The Improved Klondike is a free plant maker and almost a sure cropper. The new improved variety is not easily susceptible to the diseases common to strawberries. It is adapted to a wide range of soils and conditions.

The Klondike fruit is a bright, glossy red in color. It holds this bright color until long after it is marketed. It yields a heavy crop of fancy fruit which usually brings a 20 per cent premium on the market. In dessert quality, shipping quality, and strong plants we know of no variety which surpasses the Improved Klondike.

If you want vigorous, true-to-name Improved Klondike plants—let WALLER BROS. be your headquarters. We are prepared to fill your order, be it large or small, and we guarantee that you cannot buy better Klondike plants than those you will get from us.

At the time this price list goes to press we are digging on an order of Four Million (4,000,000) Klondike plants for one point in Southern Texas. This is proof that this variety is yet in great demand in many Southern States. These plants are being dug at the rate of 300,000 plants daily. WALLER BROTHERS are able to take care of any size order and give you SERVICE, QUALITY and SATISFACTION.

## MISSIONARY

### For Florida, Texas, and the Gulf Coast— An Unbeatable Shipping Berry

THE MISSIONARY, even after a quarter century of extensive planting, and so outstanding is its yield and plant vigor that the newer introductions of the U. S. Department of Agriculture have not enhanced this popularity. We ship millions of Missionary plants to Florida annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high quality berries. However, we do not recommend its being planted north of Missouri as there are several other varieties more nearly adapted to the colder climate.

Our plants are from the original stock of Missionary—healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary and Klondike plants, for we believe that we grow and sell more plants of these varieties than any other plant dealer in the United States.



# BELLMAR

## A NEW FANCY EARLY SHIPPING BERRY

BELLMAR, like the Blakemore, is a recent introduction of the United States Department of Agriculture. It is a scientific cross between the Premier and the Missionary, and the resulting berry, according to many reliable sources, is considerably higher in dessert quality than either the Premier or the Missionary, and is of a better quality than the Premier.

The new Bellmar has a number of qualities which make it outstanding in any list of strawberries. Since its introduction in 1922, this berry has been tried in almost every state in the Union, and from no strawberry growing district has there come a report of its failure. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

Quoting from Circular No. 171, United States Department of Agriculture, July, 1931: "As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruits about as long. In Glendale, Maryland, it has been more productive than Premier and produced a better grade of berries, and on good soil the berries are fully as large; color bright red, similar to Premier but not as dark as Missionary. They have a very large green calyx and a gloss which has caused it to be selected as the handsomest among hundreds. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality when grown under proper conditions."

The Bellmar plant growth is vigorous, of a bright glossy green color and with us we find it will withstand more summer heat and drouth than any variety we have ever grown. The



same report comes to us from many other states. Many growers report 75 per cent of a loss on all varieties other than the Bellmar which they say have stood the summer heat nearly 100 per cent.

**Appearance:** The berries are a glossy luscious bright red. Their bright green cap gives them a very effective appearance. This together with their large size makes one of the most beautiful berries we have ever grown.

WALLER BROTHERS consider the Bellmar a valuable addition to the long list of good strawberries. We sincerely recommend it to our customers. Read some of the testimonials received from our customers as to what they think of this great variety.

## GANDY

### The Old Standby

This is one of the old favorites which has been planted for the past thirty years, and according to many growers, has not been bettered for a late variety.

In color, texture, and quality the Gandy ranks near the top. It is a good shipping berry and if planted with Aroma, will produce a fair yield.

The Gandy blossoms late and is seldom injured by frost. Its plant growth is strong and abundant, its foliage heavy and of dark green color. To anyone who understands fruiting the imperfect blossoming berries we recommend the Gandy for a late variety.

Corpus Christi, Texas  
October 18th, 1937

O. C. Waller & Bros.  
Judsonia, Ark.  
Gentlemen:

Please send 1,000 Imp. Klondike. This is the 24th or 25th year I have ordered your plants. Always found them good.

Yours very truly,

G. M. L.

Valley Station, Ky.  
April 8th, 1938.

Gentlemen:

Boysenberry plants received in fine shape. Good plants and your prompt service appreciated. Yours truly,

R. V.

Bells, Tenn.  
April 7th, 1938.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

I set two acres of your plants in March, 1936, and last year I picked 486 24-quart crates. Not a skip in a single row.

Yours very truly,

B. C. E.

## EXCELSIOR

### The Earliest Strawberry

The Excelsior is the most favored extra-early strawberry that we have ever produced. However, in many respects it will not measure up to the Champion K.

The Excelsior fruit is juicy, dark red in color, and of high dessert quality. The plants are vigorous with ample foliage to shade them throughout the growing and fruiting season.

This variety has stood the test of twenty years steady setting by market gardeners.

Ava, Mo.  
April 12th, 1938.

O. C. Waller & Bros.,  
Judsonia, Ark.  
Gentlemen:

We are more than pleased as they are the finest I have ever seen. Thanks for promptness in sending and wishing your Company success. Yours very truly,

J. W. W.

Marble, Ark.  
March 21st, 1938.

O. C. Waller & Bros.

The plants bought of you last year are really fine and the remarkable thing about it is that I actually harvested 25 gallons of berries last year after setting them. My patch is white with bloom and looks fine. Yours very truly,

J. O. F.

Guadalupe, Cal.  
March 9th, 1938.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

We received the nice shipment of plants today and are well pleased with them. We thank you. Yours truly,

I. M.





## IMMENSE NEW BOYSENBERRY

The Boysenberry is a cross between Cuthbert Raspberry, Loganberry and Blackberry, developed by Rudolph Boysen, grower and superintendent of parks at Anaheim, California. The nurseries now have another big berry for release to the nation's growers that is likely to supplant the Youngberry, as a can crop and fresh product. It is larger and somewhat later than the Youngberry which created quite a furor several years ago and above all the Boysenberry has a most remarkable and delicious flavor, partaking of those of its three parents. In growth the Boysenberry is much the same as the Youngberry and you can easily grow from 10 to 30 plants from each plant set. Many growers claim 50 to 65 plants.

Now, Mr. Berry Grower, you know someone in your neighborhood will plant Boysenberries and why not you be first? If you will do this you are one year ahead and when your neighbor sees the wonderful berries you have he will not only want fruit but plants as well. You who have a small garden will never regret setting 10 to 20 of these plants which will produce all the berries you can use—fresh, canned, jam and jelly—and still have plenty with which to make your friends and

neighbors happy. We urge each and every one of our customers to set some of these plants.

Boysenberry is a very sturdy plant. Don't think because it originated in California that it is subtropical. We know the plants are grown in Florida, Oklahoma, Ohio and Oregon. It appears that neither heat of Florida nor cold of Ohio, dampness and humidity of Oregon and Florida, or dry Oklahoma has hurt them in the least. Boysenberry is so sturdy we believe it can be grown successfully in our coldest states if canes are left on the ground during the winter and mulched with straw.

### A FINE VINE BERRY DEVELOPED FOR HOME USE

A few Boysenberry plants will be the joy of your garden. You will enjoy fruit like this and you will have something to show your friends. You will agree with us in saying they are the finest berries you have ever tasted, either fresh, canned, in jams, jellies or pies. You will be proud of your Boysenberries. Plant 8 feet apart in rows 8 feet across. You will be surprised at the berries you can get from 12 plants, which cost as little as \$1 delivered to your door.

## THE YOUNGBERRY

During the years we have grown and fruited the Youngberry its success has been phenomenal, often yielding 200 cases of fancy berries to the acre. We are now offering our customers an improved variety—a Thornless Youngberry. In every test this variety has shown itself equal to the thorny kind. The only difference apparently is that the improved variety is the old kind minus the thorns—and that's an improvement.

The Youngberry is a glowing dark purple in color, firm enough to ship, and of a high dessert quality. The large berries measure an inch in length and more than half an inch in diameter. The plants are vigorous growers and perfectly hardy.

Youngberries are no more difficult to cultivate than other vining berries. Set in blocks seven feet by seven feet, using a two wire trellis four feet high for the vines. Cultivate as any other berry, cutting the dead wood after the vines have fruited.

We recommend the thornless variety. Our plants of this type are bought direct from the propagator and sold under patent.

Pompano, Fla.  
May 6th, 1938.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

I know it is late in the season and I appreciate your warning, yet I want the plants. I will accept them on arrival as I have always found your plants satisfactory. Want none others as I have tried them before. Yours very truly,

L. W. M.

## LUCRETIA DEWBERRY

The Lucretia (The Creeping Blackberry) is so far ahead of any other variety of the Dewberry that we have discontinued growing other kinds. The berries are a deep glossy black, large in size, and of a fancy quality. As Lucretia fruits at the close of the strawberry season, and about two weeks before ordinary blackberries come in, there is always a demand for Dewberries on the market. The Lucretia bears long, cylindrical-shaped berries which are very firm.

This variety of Dewberry is the only disease-resistant type yet produced. The plants are vigorous growers, hardy in the South and mid-South.

Dewberries are very easy to cultivate, and due to their large size, they are not difficult to pick. The common method of growing them is to plant in rows seven feet apart, setting the plants five feet apart in a row. In the Northern states the Dewberry is not perfectly hardy and a straw mulch is usually used to cover the entire field. In the South and mid-South this is unnecessary unless the vines are to trail on the ground. Straw mulch is sometimes used then to keep the ripening berries from coming in contact with the ground. Often the vines are trellised on a single wire. You cannot buy better Dewberry plants than Waller's True-to-name plants.

Girard, Kans.  
March 29th, 1938.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Received my plants and they were in good shape, the best I ever bought. Yours very truly,

C. W. B.



**These Berries Selected. Average Size 1 Inch in Diameter and 1½ Inches Long**



**THESE FOUR BERRIES WERE PART OF 18 THAT WEIGHED 11 OUNCES**

# THE NEW NECTARBERRY

**Here is another new berry which was originated in California and as we have not seen the berry fruit, will have to give you the California grower's description as follows:**

The Nectarberry was originated, not as a sport, but from the seed of a large Youngberry. When the original seedling of the Nectarberry came into bearing in 1935, attention was attracted to it over other seedlings by its particularly large juice cells or drupelets, larger than those of the unusually large Youngberries from which the seed came. The berries themselves also were the largest berries we had ever seen, many quite heart shaped. When these berries were sampled, however, the next surprise came, for there was so much more "body" to the flavor, and more flavor, as it seemed, and although sweeter, appeared to carry with it so much of the tang of the raspberry that it was wondered if the bees had crossed the Youngberry from which it came, with the raspberries or blackberries in nearby rows. But the bees wouldn't tell.

The berries began ripening about two weeks after the first Youngberries and there was a surprisingly heavy setting of fruit on the vines. The berries were such very dark wine color that they were almost black when ripe, and it was observed that there were many more red and green berries on the vines at the same time than was usual with other berries. Another characteristic that was noticed was that during the time that the berries were ripening there were lots of buds and blossoms on the same vines. The maturing of these blossoms later added a good many berries to the yield and extended the season materially.

The same year that this new seedling bore its first crop, 1935, we bought our first Boysenberry plants and planted them in adjoining rows, so that with the 1936 crop, there was opportunity to compare them with the Boysenberry. The Nectarberry began ripening about three days after the first Boysenberries. In comparing the flavor, they are somewhat sweeter than the Boysen, and fill the niche desired by many who prefer a berry not quite as sour as the Boysen. The flavor of the Nectarberry reminds some of a blend of the juice of the Youngberry and that of the Lloyd George Red Raspberry.

As the picking progressed, it was noticeable that at each picking, the yield from the Nectarberry vines was much heavier than from the Boysenberry vines. The Boysenberry had a long season, but the blooms kept coming on the Nectarberry much longer than on the Boysenberry and Youngberry, with the result

that the Nectarberry continued to ripen berries for some time after the other berries were finished.

In size, the Nectarberry runs a little larger than the Boysenberry and considerably larger than the usual Youngberry growing in the same soil. Large numbers run 1½ to 1¾ inches long and an inch through, many larger. Many pickings ran 23 to 28 to the 8-ounce basket, while many selected baskets ran only 18 to the basket. In picking into the baskets it was often noticed that three berries filled the side of the 4¾ inch square basket. As a comparison, it took about 30 to 35 Boysenberries, 40 to 60 Youngberries, and 60 to 110 blackberries (according to variety) to fill the same baskets. Of course it is possible with any of these berries to pick selected berries that are unusually large, but such berries are not representative and cannot be used as a gauge of the variety.

In cases where people had an opportunity to compare the flavor of the Nectarberry with the Youngberry and Boysenberry, the improvement in flavor of the Nectarberry was so pronounced that it was far and away the first choice. The Nectarberry has so much more flavor to it and this flavor so much more substantial and pleasing than the Youngberry that, although the Youngberry used to be considered of excellent flavor, it is now so far outclassed that we believe few people will accept it if they have the choice of the Nectarberry, even at a higher price. While the flavor of the Boysenberry is somewhat similar to the Nectarberry, the greater sweetness of the Nectarberry makes it more desirable. It has remarkably few and soft seeds and no noticeable core, and when eaten either fresh, canned or frozen, the berries retain their fresh fruit flavor.

## HARDINESS

The Nectarberry has proven hardy under both drought and cold. Vines that were forced to go without water for long periods continued to bear nearly as well as those that were properly irrigated. Last winter the Nectarberry vines went through the winter in Michigan and New York state without injury though not mulched. Last winter was not as cold as some years in the East, however, and in the severely cold sections substantial mulching is advised, covering with a foot or so of straw, as practiced with many other berries, until experience has proved just how much cold they will stand.

Plant City, Fla.  
March 18th, 1938.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Mr. Waller, I have used your plants for the past ten years and I have always had good luck in getting good plants and this is why I continue to order. Wishing you success.

Yours very truly,  
W. M. H.

Fort Worth, Texas.  
March 17th, 1938.

Waller Bros.,  
Judsonia, Ark.  
Gentlemen:

Received my order Imp. Klondike O. K. They were the finest lot I ever bought. Have them all set and they are growing nicely. Wishing you much luck in your business.

Yours very truly,  
H. W. C.



# PLANTING AND CULTURE OF VINE BERRIES

**PLANTING:** The best time to set out plants is as early in the spring as the ground is workable. We find the best time is February and March. Nectarberries, Boysenberries, and Youngberries can be planted in rows 8 feet apart with plants 8 feet apart in the row. Dewberries are spaced the same distance between rows but about 4 feet between the plants. With all of these berries, the vines are left to grow on the ground the first year, keeping all of the canes in a row growing in the same direction. By keeping the vines in adjoining rows trained so that they grow in opposite directions on the ground, the cultivation can easily be done in the same direction, up one row and down the next, without danger of the cultivator running into, tangling up and injuring the ends of the canes.

**PLANT PROMPTLY:** As soon as the plants are received, get them into moist ground at once. If they appear dry owing to exposure, put them in a pail of water to soak for a couple of hours. If the ground is not then ready, "heel them in" in a furrow, sheltered from the sun, and water them well so that the soil is settled well down around the roots and the roots not left exposed to the air. As soon as ready to plant, put them in field boxes and keep them covered or wrapped with wet burlap so that they will not dry out.

**PLANTING IN FURROWS:** Before planting, the ground should be plowed deeply, disced and harrowed, and the rows measured and marked out. The quickest way of planting, especially if a considerable number are to be planted, is in the side of a plowed furrow, similar to the setting out of cabbage and cauliflower plants. Plow a straight furrow the length of the rows. Then take the covered box of plants down the rows. Take from the box, set out and cover one plant at a time, being sure not to leave any plants uncovered in the sun. In planting, take up the plant with one hand and place it against the straight side of the furrow and see that the crown of the plant is about level with the ground surface. Spread the roots out fan shaped and all pointing downward. While holding the stem or "handle" of the plant with one hand, with the other hand or with a short-handled hoe, draw some dirt from the other side of the furrow and press it firmly over and around the roots. Step firmly but carefully on the dirt, covering the roots and against the side of the furrow, being careful not to step on the crown of the plant,

or push the whole plant down into the furrow. The following day or as soon as the ground can be worked, plow the dirt into the furrow where the plants were set out, being careful that the plants are not completely covered up.

**PLANTING WITH A SHOVEL:** If you are setting out only a few plants or it is not convenient to plow a furrow with either a horse, motor or hand wheel plow, then dig holes for setting out the plants. With the soil well plowed and harrowed and the rows measured and marked or staked out, step on the shovel, driving it straight down. With the shovel still in the hole, lean it to one side, away from the smooth, vertical side of the hole.

**FERTILIZING:** If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. DO NOT put any fertilizer in the hole when planting, as that is a good way to burn them up. After the plants have become well established, it is ample time to apply fertilizer and you can then give them plenty. Owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary.

**TRELLISING:** The canes should be put on the wires just before the buds begin opening in the Spring. The end posts should be braced, the brace being at least as long as the end post extends above the ground and with the upper end nailed into the end post at least as high as the top wire. This will prevent the end post being pulled up when the wires are loaded with vines and berries.

**PRUNING:** Each Spring new canes will start growing for the bearing of the following year's crop. We find it best with Vine Berries to hold back the growth of these canes until the picking is over or nearly so, pruning off these new shoots close to the roots. In other words, raising one crop at a time; first the berry crop, and then the cane crop for next year's bearing. So we snip off the young shoots as soon as they put in an appearance, and then in a few weeks, go over the rows again and snip off the new ones that have started since the previous cutting. Then, when the berry crop is finished and the canes that have been bearing are cut off at the ground and removed, the new canes are allowed to grow on the ground as the first summer.

Louisiana, Mo.  
April 12th, 1938.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Received shipment of plants yesterday. They were in fine condition and sure appreciate your prompt shipment. Rest assured you will get my further business. Yours very truly,

W. F. W.

Halls, Tenn.  
March 17th, 1938.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

The 26,000 Blakemore ordered last week reached me in fine condition and they are the best plants I have ever bought.

Yours truly,  
R. H.

Monett, Mo.  
February 9th, 1937.

Mr. O. C. Waller,  
Judsonia, Ark.

Dear Mr. Waller:

Please mail me your price list at once. So far have failed to receive list this season. I am going to be in need of some plants

in the near future and I never find quality any place that suits me as well as Waller Brothers' plants.

Yours very truly,  
Chas. E. E.

Bushnell, Fla.  
February 27th, 1937.

Waller Brothers,  
Judsonia, Ark.  
Gentlemen:

Enclosed find check for which please send me Missionary plants as ordered. We ordered plants of you last year and they seemed to give far better results than others ordered from a well known firm in Delaware.

Yours truly,  
R. L. F.

Garden Grove, Calif.  
April 14th, 1938.

Mr. O. C. Waller,  
Judsonia, Ark.

My Dear Sir:

Received the plants yesterday, they were in fine shape. The color of the roots was good and I cannot find a bad crown in any of them. Am more than satisfied with the plants and our future planting will be of Waller Brothers' plants. I am

Yours very truly,  
Wm. E. B.



## THESE PRICES SET ASIDE ALL FORMER QUOTATIONS

Variety	(Postpaid)	(Not Postpaid)				
	100	250	500	1,000	5,000	
AROMA .....	\$ .75	\$1.00	\$1.50	\$2.50	\$12.00	
BLAKEMORE YELLOW FREE..	1.00	1.50	2.00	3.50	16.25	
BLAKEMORE .....	.75	1.00	1.50	2.50	12.00	
BELLMAR .....	.75	1.00	1.50	2.50	12.00	
CHAMPION K. ....	.75	1.00	1.50	2.50	12.00	
DORSETT .....	1.00	1.25	1.75	3.25	15.00	
EVENING STAR .....	.75	1.00	1.50	2.50	12.00	
EXCELSIOR .....	.75	1.00	1.25	2.25	11.00	
GANDY .....	.75	1.00	1.50	2.50	12.00	
IMP. KLONDIKE .....	.75	1.00	1.25	2.25	11.00	
PREMIER .....	.75	1.25	1.75	3.00	14.50	
MISSIONARY .....	.75	1.00	1.25	2.25	10.00	
SENATOR DUNLAP .....	.75	1.00	1.50	2.50	11.50	
ST. LOUIS .....	.75	1.00	1.75	3.00	14.50	
MASTODON Everbearing .....	1.00	2.25	3.75	7.00	33.00	
GEM Everbearing .....	1.00	2.25	3.75	7.00	33.00	

### NECTARBERRY

	(Postpaid)				(Not Postpaid)		
	3	6	12	25	50	100	500
1-YEAR PLANTS....	\$1.00	\$1.50	\$2.50	\$5.00	\$8.50	\$15.00	\$70.00

### BOYSENBERRY

	(Postpaid)				(Not Postpaid)		
	6	12	25	50	100	500	1,000
1-YEAR PLANTS....	\$ .60	\$1.00	\$1.75	\$2.50	\$4.00	\$15.00	\$25.00
2-YEAR PLANTS....	1.50	2.50	4.50	6.50	12.00		

### YOUNGBERRY

Thornless							
1-YEAR PLANTS....	1.00	1.50	2.50	4.00	6.00	20.00	35.00
Thorny							
1-YEAR PLANTS....	.50	1.00	1.75	1.75	2.25	6.50	12.00

### DEWBERRY

1-YEAR PLANTS....	.50	1.00	1.75	1.75	2.25	6.50	12.00
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Mr. O. C. Waller,  
Judsonia, Arkansas.  
Dear Mr. Waller:

Through the thoughtful consideration of Mr. Will Leasure, my family and I have enjoyed some strawberries which he says were grown by you.

Allow me to compliment you upon the intelligence and enterprise which you doubtless put into the production of such a delicious product.

Cordially yours,

CARL E. BAILEY,  
Governor.

CEB:DD

(Note—This was a crate of the new berry "Bellmar," and having seen it, we say that it was the nicest looking crate of berries we saw this year.—Editor.)

## INSTRUCTIONS

**WHEN TO ORDER.** Your order may be placed at any time during the year for delivery any time between October 15th and April 15th. No orders will be shipped before October 15th, and orders shipped after April 15th will be at purchaser's risk.

**CASH** in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2 or less. We prefer money order.

**PRICES ON ALL PLANTS** quoted in this bulletin are prepaid to any destination in the United States unless marked "Not Prepaid." These prices supersede all former quotations.

**LARGE QUANTITIES.** Where customers wish to order larger quantities than those quoted in this calendar write us your needs.

**PACKING.** We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

**TRUE TO NAME.** Read our Guarantee on page 4.

**REFERENCES.** Express Agent, Judsonia; Farmers and Merchants Bank, Judsonia, or any Waller Customer.







Mastodon,  
The Best Everbearing,  
page 4

# Waller Brothers

"THE HONEST PLANT GROWERS"

**JUDSONIA**



**ARKANSAS**

## JULY 1939

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

## AUGUST 1939

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
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20	21	22	23	24	25	26
27	28	29	30	31		

## SEPTEMBER 1939

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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BE SURE TO READ EACH PAGE. WRITE FOR MORE INFORMATION.



62.67



Improved Klondike, page 4

# Waller Brothers

"THE HONEST PLANT GROWERS"

**JUDSONIA**



**ARKANSAS**

## OCTOBER 1939

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## NOVEMBER 1939

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
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## DECEMBER 1939

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

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